

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 04759 01 OF 02 141227Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 002347

R 132034Z MAY 76
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 5078
AMEMBASSY LIMA
AMEMBASSY QUITO
USIA WASHDC
AMCONSUL CALI
AMCONSUL MEDELLIN

UNCLAS SECTION 1 OF 2 BOGOTA 4759

USIA FOR ILA; IMV

EO 11652: NA
TAGS: BEXP, CO
SUBJ: U. S. METALWORKING AND MACHINE TOOL EXHIBITION,
APRIL 28 - 30, BOGOTA, COLOMBIA

REF: (A) DOC AIRGRAM 9166 DATED SEP 9, 1972 (B) PETERSON-
GIBSON LETTER DATED FEBRUARY 27, 1976, (C) USDOC
0450 (D) USDOC 06430

1. U. S. METALWORKING AND MACHINE TOOL CATALOG EXHIBITION,
APRIL 28-30, HAS BEEN COMPLETED AND WAS A TREMENDOUS
SUCCESS. 280 COLOMBIAN BUSINESSMEN VISITED THE SHOW TO
LOOK AT OVER 1,000 CATALOGS DISPLAYED BY 130 U. S.
COMPANIES.

2. 60 VISITOR REGISTRATION FORMS WERE FILLED OUT WHICH
CREATED 350 TRADE LEADS. THIS INFORMATION HAS BEEN MAILED
TO RELEVANT U.S. COMPANIES PER INSTRUCTIONS IN REF A.
ALSO, THE COMPLETE VISITORS LIST IS BEING MAILED TO
130 COMPANIES. COPIES OF FORM LETTERS SENT TO U. S. FIRMS,
EXHIBITION BROCHURE, VISITORS LIST, AND BLACK AND WHITE
PHOTOS OF THIS EVENT ARE BEING POUCHED TO COMMERCE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 04759 01 OF 02 141227Z

3. THE CATALOG EXHIBITION WAS HELD IN THE CENTRALLY-LOCATED CENTRO COLOMBO AMERICANO. CATALOGS WERE ATTRACTIVELY DISPLAYED ON ABSTRACT SHELVEING DESIGNED BY A LOCAL ARCHITECT. POSTERS COMMEMORATING THE BICENTENNIAL WERE DISPLAYED IN THE EXHIBITION SITE. TWO VIDEO TAPE MONITORS AND A PROJECTOR RAN CONTINUOUS VTR'S AND FILMS ON ASPECTS OF THE U. S. METALWORKING INDUSTRY. THESE VTR'S AND FILMS WERE PRODUCED BY VARIOUS U.S. COMPANIES WHICH ALSO SENT CATALOGS FOR THE EXHIBITION AND PROVED TO BE AN EXCELLENT MEANS OF VISUALLY REINFORCING AND DEMONSTRATING TO COLOMBIAN BUSINESSMEN WHAT U. S. MACHINES CAN DO. THESE VISUAL AIDS WERE PART OF A PACKAGE OF 13 FILMS AND VTRS PROCURED BY USIS BOGOTA FROM USIA WASHINGTON.

4. ELEVEN COLOMBIAN REPRESENTATIVES OF U. S. EXHIBITORS WERE PRESENT AT VARIOUS TIMES DURING THE SHOW TO TALK WITH INTERESTED LOCAL BUSINESSMEN. THE NAMES OF THE LOCAL REPRESENTATIVES OF U.S. FIRMS WERE DISPLAYED PROMINENTLY TO ASSIST VISITORS IN IDENTIFYING CONTACTS HERE IN COLOMBIA FOR THE U. S. FIRMS. ALSO, TECHNICAL EXPERTS FROM FEDEMETAL ATTENDED.

5. INDUSTRY EXPERT JESSE MAFFUID WAS PRESENT DURING THE ENTIRE EVENT AND PROVIDED INVALUABLE TECHNICAL ADVICE AND ASSISTANCE TO VISITORS. ADDITIONALLY, HE VISITED THREE LOCAL PLANTS TO GIVE HIM AN INSIGHT INTO THE COLOMBIAN METALWORKING INDUSTRY AT THE CURRENT STAGE OF DEVELOPMENT. HIS VIEWS CONCERNING OF THE INDUSTRY AND BEST PROSPECTS FOR EXPORTING MACHINE TOOLS TO THE COLOMBIAN MARKET ARE CONTAINED IN THE INDUSTRY EXPERT FINAL REPORT WHICH HAS BEEN FURNISHED TO COMMERCE.

6. THE THREE-DAY EXHIBITION, HELD FROM 10:00 A.M. TO 7:00 P.M. DAILY WAS HIGHLIGHTED BY A RECEPTION ON THE NIGHT OF APRIL 27, HOSTED BY THE ECONOMIC-COMMERCIAL COUNSELOR. OVER 80 KEY INDIVIDUALS FROM THE METALWORKING SECTOR ATTENDED AS WELL AS REPRESENTATIVES OF FEDEMETAL. THE PRESTIGIOUS NATIONAL ASSOCIATION OF COLOMBIAN METALWORKING FIRMS; PROEXPO, THE COLOMBIAN EXPORT PROMOTION FUND; ANDI NATIONAL ASSOCIATION OF INDUSTRIALISTS; AND ACOPI, SMALL BUSINESS ASSOCIATION.

UNCLASSIFIED

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PAGE 03 BOGOTA 04759 01 OF 02 141227Z

7. GROUPS OF UNIVERSITY STUDENTS REPRESENTING ENGINEERING FACULTIES OF FIVE LOCAL UNIVERSITIES ALSO VISITED THE EXHIBITION AT VARIOUS TIMES DURING THE SHOW. THESE FUTURE INDUSTRIALISTS AND TECHNICIANS GAINED A COMPREHENSIVE LOOK AT U.S. TECHNOLOGY AND MANY EXPRESSED KEEN INTEREST IN OBTAINING CATALOGS FOR THEIR FUTURE REFERENCE.

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PAGE 01 BOGOTA 04759 02 OF 02 141234Z

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ACTION ARA-10

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R 132034Z MAY 76
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 5079
AMEMBASSY LIMA
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UNCLAS SECTION 2 OF 2 BOGOTA 4759

USIA FOR ILA; IMV

EO 11652: NA
TAGS: BEXP, CO
SUBJ: U. S. MATELWORKING AND MACHINE TOOL EXHIBITION,
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8. USIS SUPPORT FOR THE EXHIBITION WAS EXCELLENT. IN ADDITION
TO VISUAL AIDS MENTIONED ABOVE SUPPLIED BY USIS, OVER 10
NEWS ARTICLES WITH PHOTOS WERE PUBLISHED IN LOCAL NEWSPAPERS,
SEVERAL ANNOUNCEMENTS ABOUT THE EVENT WERE MADE ON LOCAL
RADIO STATIONS, AND TWO TV STATIONS SHOWED FILM CLIPS DURING
THE EVENING NEWS. MEDIA COVERAGE GENERATED BY USIS BOGOTA
MOST CERTAINLY RESULTED IN A LARGER TURNOUT FOR THE EXHIBITION.

9. FINAL EXPENDITURES UNDER BUDGET AUTHORIZATION CODE
J/820/3433-40-1/13/46 (\$1,980.00) WERE LESS THAN ANTICIPATED
BECAUSE OF SEVERAL AREAS IN WHICH COST REDUCTIONS WERE POSSIBLE.
USIS LOGISTICAL SUPPORT WAS VITAL IN THESE COST REDUCTIONS AND
EXCELLENT PRESS PLACEMENT OBVIATED THE NEED FOR NEWSPAPER ADS.
UNCLASSIFIED

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PAGE 02 BOGOTA 04759 02 OF 02 141234Z

ESTIMATED BUDGET EXPENDITURES WERE \$1,501.50 FOR OPERATIONAL EXPENSES AND \$478.50 FOR REPRESENTATIONAL EXPENSES. ACTUAL EXPENDITURES WERE \$1,236.66 FOR OPERATIONAL EXPENSES AND \$214.54 FOR REPRESENTATIONAL EXPENSES, LEAVING A SURPLUS OF \$264.84 IN THE OPERATIONAL BUDGET AND \$263.96 IN THE REPRESENTATIONAL BUDGET FOR A TOTAL OF \$528.80. WITH DOC CONCURRENCE POST WOULD LIKE TO APPLY SURPLUS FUNDS UNDER THE CATALOG EXHIBITION BUDGET TO COSTS JUNE 10 AND 11, AND MEDELLIN, JUNE 22-24. THESE ADDITIONAL EXPENDITURES ARE AS FOLLOWS:

A. INVITATIONAL LETTER AND VISITOR

REGISTRATION FORM PRINTING EXPENSES FOR MEDELLIN \$ 25.00

B. COST OF SHIPPING CATALOGS AIFREIGHT BOGOTA-
CALI-MEDELLIN-BOGOTA 50.00

C. COST OF SENDING ONE COLOMBIAN STAFF EXPERT FROM BOGOTA-
TO MEDELLIN TO ASSIST IN PRESENTATION OF SHOW 125.00

D. RECEPTION IN MEDELLIN FOR SELECTED INDUSTRIALISTS
IN METALWORKING SECTOR 100.00

3. EXPENSE OF TRANSLATING 2 VTR'S FOR USE IN CALI
DURING NATIONAL CONVENTIONAL OF FEDEMETAL AND
IN BOGOTA FOR PROMOTION OF METALWORKING TRADE
MISSION SCHEDULED FOR FALL 1976. 125.00

F. PR CAMPAIGN IN CALI AND MEDELLIN 50.00

\$ 475.00

10. BOTH EVENTS IN CALI AND MEDELLIN ARE BEING ORGANIZED BY THE CONSULATES WITH THE COOPERATION OF THE LOCAL OFFICES OF FEDEMETAL AND SHOULD GENERATE A SIGNIFICATN NUMBER OF ADDITIONAL TRADE LEADS FOR THE 130 U. S. COMPANIES. THE EXHIBITION IN CALI WILL BE ESPECIALLY ADVANTAGEOUS BECAUSE FEDEMETAL WILL BE HOLDING ITS NATIONAL CONVENTION JUNE 10 & 11, IN CALI AND THE CATALOGS WILL BE DISPLAYED IN THE FOYER ADJACENT TO THE MAIN MEETING AREA. ALSO, TWO VTR'S PRODUCED BY COMPANIES EXHIBITING CATALOGS WILL BE SHOWN TO THE

UNCLASSIFIED

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PAGE 03 BOGOTA 04759 02 OF 02 141234Z

FEDEMETAL GROUP AS A WHOLE.

11. POST REQUESTS CONFIRMATION AND APPROVAL OF THESE EXPENDITURES BY DOC ASAP SO WE CAN BEGIN PREPARATIONS. THE ADDITIONAL TRADE LEADS DEVELOPED FROM THESE TWO EXHIBITONS WILL UNDOUBTEDLY JUSTIFY THESE EXPENDITURES.

12. IN FUTURE CATALOG SHOWS, POST SUGGEST THAT DOC COORDINATE WITH USIA WASHINGTON TO OBTAIN RELEVANT VTR AND FILM PACKAGES AND MAKE THESE AVAILABLE TO POSTS FOR USE IN CONJUNCTION WITH CATALOG EXHIBITIONS (PREFERABLY IN THE LOCAL LANGUAGE). THESE VISUAL AIDS PROVED TO BE AN EXCELLENT TOOL FOR STIMULATING INTEREST IN U. S. PRODUCTS.
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